



COHEN PONTANI LIEBERMAN & PAVANE

551 Fifth Avenue, New York, NY 10176 phone 212.687.2770 fax 212.972.5487 www.cplplaw.com

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To: Office of Petitions From: Edward M. Weisz, Esq.

Fax: (571) 273-8300 Pages: 3 (total number of pages)

Re: U.S. Patent Application Serial No. Date: Thursday, August 03, 2006
10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating
Targeted Marketing Over a
Telecommunication Network

Our File No.: 5068-15

 Confirmation will follow No confirmation to follow**Confidentiality Statement**

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AUG 03 2006

Attorney Docket # 5068-15

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

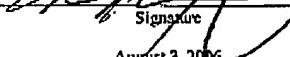
For: System and Method for Facilitating Targeted
Marketing Over a Telecommunication Network

Examiner: Bui, Bing Q
Group Art: 2642

I hereby certify that this correspondence is being
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Petitions c/o

August 3, 2006
(Date of Deposit)

Edward M. Weiss
Name of Applicant, Assignee or Registered Representative



August 3, 2006
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**RESPONSE TO DECISION DISMISSING
PETITION FILED MARCH 29, 2006**

SIR:

The July 21, 2006 Communication from the Office of Petitions dismissed applicants' March 29, 2006 Petition because the Petition allegedly did not include a reply to the outstanding non-final Office Action. A response in the form of an Amendment to the Office Action was, however, filed with the Petition on March 27, 2006, along with a check for \$200 for the addition of four new claims which were included in the Amendment. However, due to a typographic error, the Amendment incorrectly listed the serial number as 10/098,689 which is the number associated with one of applicants' other pending patent applications. The correct serial number should be the above-identified serial number, namely, 10/098,667 and the title should be

"System and Method for Facilitating Targeted Marketing Over a Telecommunication Network".

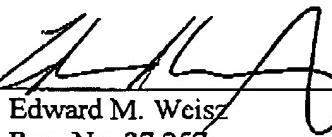
It is respectfully requested that the March 27, 2006 Amendment be transferred to application serial number 10/098,667.

Pursuant to a telephone conversation with Derrick L. Woods, Esq. of the Office of Petitions, this submission constitutes a complete and sufficient response to the July 21, 2006 Decision by the Office of Petitions.

It is believed that no fees or charges are required at this time in connection with the present application. However, if any fees or charges are required at this time, they may be charged to our Patent and Trademark Office Deposit Account No. 03-2412.

Respectfully submitted,
COHEN, PONTANI, LIEBERMAN & PAVANE LLP

By



Edward M. Weisz
Reg. No. 37,257
551 Fifth Avenue, Suite 1210
New York, New York 10176
(212) 687-2770

Dated: August 3, 2006

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